

Labour Party Job Description

Job Title: Social Listening and Organising Manager

Responsible to: Head of Digital and Social Media Strategy - LOTO

Location: Parliament, with expectation to work flexibly across remote working and London Head Office

Key Purpose:

This is a crucial new role at the heart of Labour's new approach to digital campaigning. You will help to move the social media listening framework of the party to be laser-focused on those we need to win over to form the next government.

You will work closely with internal and external stakeholders to build networks online to amplify Labour's vision for the future to our key audiences. You will also help build and implement our earned media strategy into the May elections and into 2024.

Specific Responsibilities

- Collaborate with internal and external stakeholders to shift our online listening framework to focus on those we need to win over.
- Measure and track sentiment across social media platforms.
- Organise and lead an effective earned social media strategy.
- Work closely with stakeholders to amplify positive narratives online around Labour's vision for the country.
- Create rapid response content to react to unfolding events or narratives online.
- Work closely with stakeholder teams both in the Leader's Office and HQ to develop relationships with key influencers.
- Measure the effectiveness of owned content with the audiences we need to win using social media listening tools.
- Challenge broadcast focused social media approach to focus on authentic, organic advocacy across the internet.

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- Combine machine learning and human analysis to map the social landscape of those we need to win over.
- Lead on challenging disinformation online and empowering our leaders, members and supporters to be equipped to deal with it effectively.
- Ensure key stakeholders are promptly and properly informed about key developments online.
- Work closely with Digital and Social Media teams in HQ to ensure collaboration across projects.
- Contribute to the wider social media strategy and content creation, as directed by the Head of Digital and Social Media Strategy - LOTO
- To carry out any other reasonable task as directed by the Head of Digital and Social Media Strategy - LOTO

Labour Party Person Specification

Experience

- Experience as a social/digital strategist working in politics or campaigns.
- Proven experience working effectively with a wide range of stakeholders.
- Experience working in a high-pressure, fast paced environment.

Knowledge

- Expert understanding of the social media landscape, who uses what platforms and how.
- Knowledge of social intelligence tools like Brandwatch, Talkwalker, Tubular, Pulsar, Tagger etc.
- Exceptional knowledge of the political and electoral landscape across the UK.
- Excellent knowledge of the Labour Party and its values and structures

Skills / Abilities

- Exceptional interpersonal and communication skills.
- Excellent organisational skills, including the ability to manage conflicting work priorities.
- Ability to work to deadlines.
- Ability to work closely with politicians and staff from across the Leader's office, the Labour Party and the Shadow Cabinet.
- The ability to work proactively with a variety of stakeholders.
- Excellent attention to detail.
- Excellent written, verbal, organisational and project management skills.
- Ability to work flexibly as part of a team.
- Ability to work in a fast-paced environment.

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- IT skills, including word-processing and data manipulation.

Values/behaviours

- Commitment to equality, diversity and inclusion.
- Commitment to the Labour Party's goals, values, policies and codes of conduct.
- Highly collaborative behaviour, able to build strong working relationships internally and externally.
- Ability to work consistently to high professional standards including to accuracy, honesty, quality, and evidence.
- Commitment to a positive learning culture of feedback and continuous improvement.
- Creative and open to new ways of working including digital transformation, participatory methods and co-creation of solutions with those most affected